

Sales Representative Incentive on Signature

Requirements:

- Maintain Point Of Sale at retail.
- Maintain everyday low price at retail.
- The salesman is responsible on the Signature "Try Me" introductory offer of making sure that his customer has reduced the price on each pack by ----- cents during the 30 day introductory offer.
- Meet objectives established on Signature promotions.

Incentive:

- During the 30 day introductory offer (December 1, 1995 through December 31, 1995) each sales person will receive 25 cents per carton for each 6 carton placement (\$1.50) with 4 tray 6 carton counter display.
- \$.10 per carton on all Signature sales through June 31, 1996 (does not include placements made on introductory offer).

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RJR FULL-PRICED AND BRANDED SAVINGS RETAIL PROGRAM

Requirements:

- Display cigarettes in a prominent location.
- Level 1. Sign WAM Retailer Accrual Rebate Contract and buy 4 RJR monthly promotions in 1996 (1 per quarter).
- Level 2. Sign WAM Retailer Accrual Rebate Contract, buy 1 RJR monthly promotion per quarter in 1996 and buy a minimum of 15 cartons of Signature per quarter.

Incentive:

- Level 1. Sign WAM Retailer Accrual Rebate Contract and buy 4 RJR monthly promotions in 1996 (1 per quarter) - *receive 5 cents per carton (another option is 3 1/2 cents per carton).*
- Level 2. Sign WAM Retailer Accrual Rebate Contract, buy 1 RJR monthly promotion per quarter in 1996 and buy a minimum of 15 cartons of Signature per quarter - *receive 10 cents per carton (another option is 7 cents per carton).*

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SIGNATURE RETAIL PROGRAM

Requirements:

- Display Signature cigarettes in a prominent location in your store.
- Display point of sale materials with featured everyday low price and offer Signature at a price equivalent to or lower than the everyday low price you sell comparable cigarettes for in your store.
- On the Signature "Try Me" introductory offer of \$—— off per carton that the retailer reduce its per pack retail by —— cents for the —— day time period of this promotion.
- Promote in-store consumer promotions, that are made available through your WAM Distributor. I.e. \$1 off carton, pre-priced, pre-packed display.
- Take an opening distribution of 6 cartons or more with 4 tray 6 carton counter display.
- Buy a minimum of 15 cartons of Signature per quarter in 1996.

Incentive:

- Receive on all Signature products shipped from December 1, 1995 through December 31, 1995 an introductory allowance of \$—— per carton
- Plus receive an additional 14 cents per carton for every carton purchased which will be accrued to your WAM Retailer Accrual Fund.

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To	Larry Schreiber	From	Win Schiller
Co.	BSR	Co.	WAM
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